

Please Direct All Correspondence to Customer Number **26332**

REQUEST FOR CONTINUED EXAMINATION

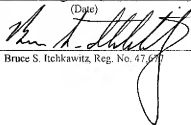
Applicant : William P. Price et al.
App. No : 10/022,558
Filed : December 14, 2001
For : AUDIOVISUAL SYSTEM AND
METHOD FOR DISPLAYING
SEGMENTED ADVERTISEMENTS
TAILORED TO THE CHARACTERISTIC
VIEWING PREFERENCES OF A USER
Examiner : Daniel Lastra
Art Unit : 3622

**CERTIFICATE OF EFS WEB
TRANSMISSION**

I hereby certify that this correspondence, and any other attachment noted on the automated Acknowledgement Receipt, is being transmitted from within the Pacific Time zone to the Commissioner for Patents via the EFS Web server on:

August 12, 2008

(Date)


Bruce S. Itzhakowitz, Reg. No. 47,670**Mail Stop RCE**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

This Request for Continued Examination (RCE) is being made as follows:

1. Submission Required under 37 CFR 1.114:

- (X) Enclosed:
(X) Amendment/Reply in 10 pages.

2. Fees:

| FEE CALCULATION | | | | |
|-------------------|--|--------------|---------------|---------|
| FEE TYPE | | FEE CODE | CALCULATION | TOTAL |
| RCE Fee | | 1801 (\$810) | | \$810 |
| 2 Month Extension | | 1252 (\$460) | | \$460 |
| | | | TOTAL FEE DUE | \$1,270 |

- (X) An extension of time is hereby requested by payment of the appropriate fee indicated above.

3. Payment:

- (X) The amount of \$1,270 will be paid via EFS Web.

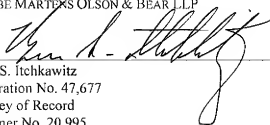
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Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,
KNOBBE MARTENS OLSON & BEAR LLP



Bruce S. Itchkawitz
Registration No. 47,677
Attorney of Record
Customer No. 20,995
(949) 760-0404

Dated: August 12, 2008

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